



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN SALES AND MARKETING
BMK2209: SALES OPERATIONS
END-OF-SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- | | |
|--|-------|
| a. Outline the importance of planning the sales call with regards to sales operations. | 10MKS |
| b. Describe any five basic categories of call objections in sales. | 10MKS |
| c. Discuss the marketing mix as applied in sales operations. | 10MKS |

Question TWO

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a. Explain the establishing of sales call objections steps to set sales objections. 10MKS

b. Explain the sell down method for overcoming the price question. 10MKS

Question THREE

a. Apply five techniques used to achieve better customer understanding. 10MKS

b. Outline various goals for an effective sales plan. 10MKS

Question FOUR

a. Carry out five main steps in handling customer complaints. 10MKS

b. Describe any five selling that define today's sales landscape. 10MKS

Question FIVE

a. Explain the intergraded marketing communications can be used planned in 6Ms model. 10MKS

b. Describe the sales call procedure used in sales operations. 10MKS